



Tourism Business Improvement District Board Minutes

August 9, 2023, 10:00 a.m.

Embassy Suites, 333 Madonna Road, San Luis Obispo

Tourism Business Improvement District Board Present: Member Lori Keller, Member Prashant Patel, Member Sandy Sandoval, Vice Chair Lydia Bates, Chair Clint Pearce

Tourism Business Improvement District Board Absent: Member Winston Newland

City Staff Present: Tourism Manager Molly Cano, Tourism Analyst Jacqui Clark-Charlesworth, Tourism Intern Meghan Olson

1. CALL TO ORDER

A Regular Meeting of the San Luis Obispo Tourism Business Improvement District Board was called to order on August 9, 2023 at 10:01 a.m. in the Los Osos Meeting Room at Embassy Suites, 333 Madonna Road, San Luis Obispo, CA 93405 by Chair Pearce.

2. PUBLIC COMMENT FOR ITEMS NOT ON THE AGENDA

Public Comment:

None

--End of Public Comment--

3. CONSENT

Motion By Vice Chair Bates

Second By Member Keller

To approve the Consent Items.

Ayes (5): Member Keller, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

Absent (1): Member Newland

CARRIED (5 to 0)

- 3.a MINUTES OF TBID REGULAR MEETING ON JULY 12, 2023
- 3.b SMITH TRAVEL REPORT (STR)
- 3.c TRANSIENT OCCUPANCY TAX (TOT) REPORT
- 3.d SLO CHAMBER PUBLIC RELATIONS MONTHLY REPORT
- 3.e SLO CHAMBER GUEST SERVICES MONTHLY REPORT
- 3.f NOBLE STUDIOS & DCI MARKETING MONTHLY REPORT
- 3.g BADGER BRANDING ORGANIC SOCIAL REPORT
- 3.h CAL POLY ATHLETICS YEAR END REPORT

4. BUSINESS ITEMS

- 4.a MARKETING SERVICES YEAR END REPORT

Agency representatives Bre Standingwater, Hayley Corbett, and Danni Winters from Noble Studios along with Siobhan Chretien from DCI presented the Q4 and year-end activity highlights and results for the 2023-24 marketing agency contracted work.

Public Comment:

None

--End of Public Comment--

Motion By Member Keller

Second By Member Patel

The Board received the Marketing Service Year End Report and approved the transfer of \$5,231.12 in remaining funds from the FY 2022-23 Paid Media Budget to the FY 2023-24 Paid Media Budget.

Ayes (5): Member Keller, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

Absent (1): Member Newland

CARRIED (5 to 0)

- 4.b CONTINUATION OF THE SUSTAINABLE AG EXPO EVENT SPONSORSHIP CONSIDERATION

Chair Pearce declared a conflict with this item and recused himself as the event will be hosted on his property, the Alex Madonna Expo Center.

Tourism Manager Molly Cano presented a short recap of the Vineyard team's presentation at the July 12 meeting and responded to Board inquiries. There was discussion around opportunities to grow the attendee number and encourage longer length of stay.

Public Comment:

None

--End of Public Comment--

Motion By Member Sandoval

Second By Member Patel

Approve a sponsorship request from the Vineyard Team in the amount of \$10,000 for the Sustainable Ag Expo Event on November 13-15, 2023.

Ayes (4): Member Keller, Member Patel, Member Sandoval, and Vice Chair Bates

Recused (1): Chair Pearce

Absent (1): Member Newland

CARRIED (4 to 0)

4.c HARVEST ON THE COAST EVENT SPONSORSHIP

SLO Coast Wine Collective Executive Director Kathleen Naughton presented the sponsorship opportunities and responded to questions. A shared sponsorship with SLO Wine Lodging would be \$5,000 while an exclusive sponsorship is \$10,000. This is the first year the event will be in SLO, the past 11 years it has been held in Avila Beach.

Public Comment:

None

--End of Public Comment--

Motion By Member Keller

Second By Member Patel

Approve an exclusive sponsorship request from SLO Coast Wine Collective in the amount of \$10,000 for the Harvest on the Coast event on November 14-15 at Chamisal Vineyards.

Ayes (5): Member Keller, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

Absent (1): Member Newland

CARRIED (5 to 0)

4.d VISITSLO.COM POST LAUNCH UPDATE

Tourism Manager Molly Cano and representatives Bre Standingwater, Hayley Corbett, and Danni Winters from Noble Studios, provided a post-launch update on the redesigned VisitSLO.com website. Overall, the website has seen increased numbers across the board and has been received well by constituents and the public.

Public Comment:

None

--End of Public Comment--

Motion By Member Keller

Second By Vice Chair Bates

Return \$13,381 to the contingency budget and allocate \$1,560 for new work with Badger Branding for Neighborhood Map resizing.

Ayes (5): Member Keller, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

Absent (1): Member Newland

CARRIED (5 to 0)

Motion By Member Keller

Second By Member Patel

Amend the aforementioned motion to keep \$13,381 with Noble Studios and focus on spending it on Search Engine Marketing and utilize \$1,560 from existing program budgets to support Badger Branding's work to resize the Neighborhood Maps.

Ayes (5): Member Keller, Member Patel, Member Sandoval, Vice Chair Bates, and Chair Pearce

Absent (1): Member Newland

CARRIED (5 to 0)

4.e FY 22-23 TBID ANNUAL REPORT PREPARATION AND TIMELINE

Tourism Manager Molly Cano presented the staff report and responded to Board inquiries.

Public Comment:

None

--End of Public Comment--

Action: The Board received staff's update on the preparation and timeline of the FY 2022-23 TBID Annual Report, which will be presented to City Council on October 17, 2023. No formal action required.

5. TBID LIAISON REPORTS AND COMMUNICATION

5.a HOTELIER UPDATE – LIAISON REPORTS

Member Sandoval requested an updated list of hotel liaison assignments for the Board Members.

5.b PCC UPDATE – LIAISON REPORT

Chair Pearce provided an update on PCC activities.

5.c VISIT SLO CAL UPDATE – LIAISON REPORT

Chair Pearce reported that Visit SLO CAL has not held a meeting since the last update provided at the July 12, 2023 TBID meeting. He also announced that Visit SLO Cal did a study on short term rentals on work force housing, which is expected to be released by August 23, 2023.

5.d TOURISM PROGRAM UPDATE – STAFF REPORT

Tourism Manager Molly Cano provided an update on the tourism program.

6. ADJOURNMENT

The meeting was adjourned at 11:51 a.m. The next Regular Meeting of the Tourism Business Improvement District Board is scheduled for September 13, 2023 at 10:00 a.m. in the Council Hearing Room at City Hall, 990 Palm Street, San Luis Obispo.

APPROVED BY TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD:
XX/XX/2023